LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD#BHN166-A3 REQ#M23210 REVISED "DECAF INSPIRES DENIC" II PG 4/C BLD (8-3/4 X 11-1/2) ARIZONA, 1991
Printed in U.S.A.
TEST MARKET MAGS.

NEW FROM BENSON & HEDGES!

DE-CAF INSPIRES DE-NIC®

DE-NICOTINED TOBACCO THE SMOOTH TASTE OF A LIGHT

A HILL OF BEANS HELPED PERCOLATE THE BREAKTHROUGH OF BENSON & HEDGES DE-NIC™

THE ONLY CIGARETTE MADE FROM DE-NICOTINED TOBACCO. SO THERE'S LESS THAN 0.1 MG OF NICOTINE.

IT'S A UNIQUE PROCESS THAT WORKS MUCH THE WAY CAFFEINE IS NATURALLY REMOVED FROM COFFEE BEANS FOR A SMOKEABLE CIGARETTE, WITH THE SMOOTH TASTE OF A LIGHT.

REGULAR AND MENTHOL, KINGS AND 100'S.

BENSON & HEDGES

De-Nic®

NICOTINE EXTRACTED FROM PURE TOBACCOS. CREATING A CIGARETTE WITH A SMOOTH, LIGHT TASTE AND LESS THAN 0.1 MG NICOTINE.

ONLY AVAILABLE IN ARIZONA.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

9 mg "tar", 0.1 mg nicotine av. per cigarette by FTC method.

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